

## **CLAIMS**

### **WHAT IS CLAIMED IS**

We claim:

1. A system that enables the reconstruction of user-viewable visual stimuli observed through a browser-based interface comprising:
  - a processing platform for executing code capable of reconstructing a user-viewable stimuli; and
  - a storage platform for storing at least one user-viewed visual stimuli, the storage platform coupled to the processing platform.
- 10 2. The system of claim 1 further comprising a user interaction device coupled to the processing platform.
3. The system of claim 1 wherein the processing platform executes code capable of reconstructing a user-viewable stimuli, by:
  - receiving a selection of content for reconstruction;
  - 15 retrieving data;
  - calculating what to display; and
  - reconstructing a display.
4. The system of claim 1 further comprising a browser coupled to the processing platform.

5. The system of claim 1 further comprising a browser interface coupled to the server.

6. The system of claim 1 further comprising a network coupled to the processing platform.

5 7. The system of claim 1 wherein the storage platform comprises a visual stimuli algorithm.

8. The system of claim 1 wherein the system is maintained in a Person Digital Assistant (PDA).

9. The system of claim 6 wherein the network is the internet.

10 10. The system of claim 6 further comprising a host computer coupled to the network, the host computer for communicating with the processing platform.

11. The system of claim 1 further comprising an eye tracking device coupled to the processing platform.

15 12. The system of claim 11 wherein the eye tracking device is enabled to monitor pupil dilation.

13. The system of claim 1 wherein the storage platform comprises a creation algorithm.

14. The system of claim 6 wherein the network is a wireless network.

15. A data signal comprising a data structure capable of reconstructing user-viewable visual stimuli, by:

receiving a selection of content for reconstruction;

retrieving data;

5 calculating what to display; and

reconstructing a display.

16. The data signal of claim 15 further comprising a code segment capable of calculating the size of a visual area.

17. The data signal of claim 15 further comprising a code segment  
10 capable of masking an area.

18. A system that reconstructs user-viewable visual stimuli,  
comprising:

a processing platform for executing code capable of reconstructing a  
user-viewable stimuli by:

- 5 receiving a selection of content for reconstruction;
  - retrieving data;
  - calculating what to display;
  - reconstructing a display; and
- a storage platform for storing at least one user-viewed visual stimuli, the  
10 storage platform coupled to the processing platform.

19. The system of claim 18 further comprising a computer network  
for delivering online content to a web page, the network in communication with  
the web page.

20. The system of claim 18 further comprising an eye tracking  
15 device coupled to the processing platform.